

Board of Directors

Bruce Spangler, President (Oroville)
 Brooke Isenberg, Vice President (Chico)
 Analise Uhrig (Chico)
 Mohammad Billah, Treasurer (Chico)
 Kiran Paragji, (Oroville)
 Haroon Saddique (Paradise)
 Nicole Johansson, (At Large)
 John Pearson, (At Large)

**Advisory Board**

Victoria Anton, Oroville
 Melanie Bassett, Chico
 Evie Feldman, Paradise
 Chris Constantin, Chico
 Jennifer Leonard, Unincorporated
 Ben North, Oroville
 Melissa Schuster, Paradise
 Audrey Taylor, Unincorporated
 Heather Ugie, countywide

EXPLORE BUTTE COUNTY REGULAR BOARD MEETING

November 12, 2020
 Time: 12:00 p.m. – 2:00 p.m.

Join Zoom Meeting
<https://us02web.zoom.us/j/87578176995>
 Dial in: 669-900-9128
 Meeting ID: 875 7817 6995

AGENDA – DRAFT

PURPOSE: The purpose of this corporation shall be to promote Butte County tourism through the development and operation of a tourism business improvement district and other programs and initiatives.

1. Call to order and roll call – virtual meeting, votes will be considered aye, unless individual members abstain or verbally vote no.

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of October 8, 2020

2.2 Approval of October 2020 financials

3. **PUBLIC COMMENT**

The public is invited to address the Board regarding any non-agenda items at this time. Time is limited to 3 minutes per speaker. The Board may not take any action on public comment.

4. **REGULAR AGENDA**

4.1 PRESENTATION FROM THAD WALKER RE: COLBY MOUNTAIN PROJECT (10 minutes)

Strategic Goal: Strong Local Partnerships and Board Development

Foundation funds were received to cover the cost of the trail layout and to develop promotional content. Thad is going to present the concept and potential for tourism business around the project.

Recommendation: *Informational only.*

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4.2 PRESENTATION FROM DAN EFSEAFF RE: PARADISE RECREATION AND PARKS DISTRICT (10 minutes)

Strategic Goal: Strong Local Partnership

Update on the trails planning the PRPD is working toward. Great tie into recreation and tourism.

Recommendation: *Informational only.*

4.3 AD HOC ZONE MARKETING RECOMMENDATIONS – MULTIPLE

Strategic Goal: Strong Local Partnerships & Build Brand Awareness

At the October board meeting, an ad hoc zone marketing committee was convened to determine two things: 1) how to spend the current surplus of zone marketing, and 2) to develop a procedure to distribute zone marketing for future years. Committee minutes can be reviewed for insight of the whole meeting. The committee would like to make the following recommendations to the full board of directors:

4.3A Recommendation: *To take the balance of the zone marketing funds that have been collected and unspent in the past few years and split it completely in half to develop seed funding for two projects – a Butte County Film Commission and the Butte County wayfinding signage project. At the time of the meeting, each project would have a budget of \$68,674.62; this may be less based on additional allocation for items through the end of 2020. The projects will be funded effective January 1, 2020. The projects do not have secure zone marketing funding for future years and would be a consideration as a regular budget item in future years. All progress on each project will be brought to the board.*

4.3B Recommendation: *To allow each jurisdiction, through the power of a Brown Act, voting tourism committee, to plan the allocation and spending of their earned zone marketing dollars from the previous year. The following items were considered:*

- *There will be 4 tourism committees: Chico, Oroville, Paradise Ridge, and Gridley, to include Biggs and unincorporated areas;*
- *Each tourism committee will have a set voting committee to meet annually to develop a spending plan for the year;*
- *Each committee will be a Brown Act committee, per the MDP;*
- *Funds will be distributed by Explore Butte County but will be decided upon by the individual committees.*

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4.3C Recommendation: *To approve the full draft policy regarding the tourism committee as written, to be added to EBC's final policies.*

4.3D Recommendation: *To approve the appointment of people and/or institutions to comprise each jurisdiction's tourism committee.*

4.4 AD HOC BUDGET COMMITTEE REPORT AND RECOMMENDATION

The ad hoc budget committee met to review current financial position and create the draft 2021 budget for board approval. With only one meeting complete, the board is being asked to approve the program income estimates based on lodging budget estimates for 2021. The committee is recommending income to be on par with the original operating budget approved for the 2020 program year. The only addition will be income from the City of Gridley. A final and detailed budget will be presented for final approval at the regular January board meeting.

Recommendation: *To approve the 2021 projected program income to build the appropriate expenses.*

4.5 MARKETING COMMITTEE REPORT

The marketing committee met on October 28 to review program progress. There are 4 advertising campaigns being launched between November 4 and January 1, 2021. (Denaro to review creative.) In addition, the committee approved a holiday lodging campaign to prepare swag bags to be given to guests checking in during the holidays. Staff will develop talking points for the front desk, but this is a surprise and delight activation during our typically slow shoulder season.

Recommendation: *No action required, reporting purposes only.*

4.6 AD HOC TBID RENEWAL COMMITTEE REPORT

The committee has been disbanded. November 1, 2020 officially marked the date the BCTBID is approved without any challenges. Denaro is working with Civitas to finalize the contract between EBC and the County for the working relationship. The notification letter was distributed to all Butte County lodging the week of November 1, 2020

Recommendation: *No action required, reporting purposes only.*

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4.7 AD HOC NOMINATIONS COMMITTEE REPORT*Strategic Goals: Board Development*

Per EBC bylaws, voting board members are nominated for 2-year terms, advisory members are nominated for 1-year terms. In March 2021, three voting seats are expiring:

Name	Business	Jurisdiction
Haroon Saddique	Best Western Paradise Hotel	Paradise
Kiran Paragji	Americas Best Value Inn Oroville	Oroville
Mohammad Billah (currently serving as board Treasurer)	University Inn	Chico
Vacant	Vacant	Unincorporated County

The voting seat for Unincorporated County is still vacant and has never been filled. The board should consider reviewing the current bylaws to change the Unincorporated voting seat to specifically include Gridley and Biggs as they are specific jurisdictions participating but not requiring a full voting seat.

In March 2021, all advisory seats expire and any vacant seats are available to be filled:

Name	Business	Jurisdiction
Victoria Anton	Feather River Recreation District	Oroville
Ben North	Brushstrokes	Oroville
Melanie Bassett	Downtown Chico Business Assn.	Chico
Chris Constantin	City of Chico	Chico
Jennifer Leonard	Almendra	Unincorporated
Audrey Taylor	Everybody Healthy Body	Unincorporated
Melissa Schuster	Town of Paradise	Paradise
Evie Feldman	Blue Team Realty	Paradise
Heather Ugie	Chico Chamber of Commerce	countywide
Vacant	Vacant	countywide

Recommendation: *No action required, reporting purposes only.*

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5. REPORTS AND COMMUNICATIONS**5.1 EXECUTIVE DIRECTOR REPORT *Carolyn Denero*****5.2 ITEMS FOR JANUARY BOARD MEETING**

- Board Suggestions

6. ADJOURNMENT

Next regular board meeting is scheduled for January 14, 2020.

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EXPLORE BUTTE COUNTY REGULAR BOARD MEETING

October 8, 2020

(Rescheduled from regularly scheduled September 12 meeting.)

Time: 12:00 p.m. – 2:00 p.m.

Meeting via Zoom

MINUTES

-
1. Call to order and roll call – Meeting called to order by President Spangler at 12:05pm. Introductions made.
Present- Directors: Spangler, Isenberg, Uhrig, Paragji*, Saddique, Johansson*, Pearson. Advisors: Taylor, North, Ugie, Leonard, Bassett, Schuster, Anton
Absent – Director Billah, Advisors Feldman and Constantin
Guests- Candie Perkins, Shelly James, Pat Macias*
Staff-Denero, Salas
 *arrived late and/or left early
 2. **CONSENT AGENDA**
 - 2.1 Approval of Board Meeting Minutes of May 14, 2020
 - 2.2 Approval of August & September 2020 financialsA motion was made by Director Johansson and seconded by Director Isenberg to approve the consent agenda items.
The motion carried by the following vote:
AYES: Spangler, Isenberg, Uhrig, Paragji, Johansson, Pearson
NOES: None
ABSTENTIONS: None
 3. **PUBLIC COMMENT**

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Nicole Johansson: SOFT boxes will be available to pick up.

4. **REGULAR AGENDA**

4.1 CONSIDER PARTNERING WITH SEE SOURCE FOR ACCESS TO DATA IN ORDER TO INFORM MARKETING DECISIONS AND ELEVATE EBC AS AN INFORMATION SOURCE FOR PARTNERS AND JURISDICTIONS

Presentation – Candie Perkins, See Source

Strategic Goal: Strong Local Partnerships and Data Management

EBC's board of directors has agreed that strong local partnerships and data management are strategic goals for the coming year. When evaluating the value we can bring to our local jurisdictions, local legislators, and business partners it can be done with data. By investing in data, we would be able to analyze and report about things such as: visitor and their profile, visitor spending, most popular attraction and how long people stay, marketing campaign results, and competitor data. That information would help us understand who our target market is for marketing and also allow us to share that type of information with those hoping to invest in tourism business, leading to an increase in confidence in investing in the area.

A motion was made by Director Johansson and seconded by Director Pearson to partner with See Source for better visitor data, to begin right away. EBC to purchase the "gold" package and include the 2-year historical data as well.

The motion carried by the following vote:

AYES: Spangler, Isenberg, Uhrig, Johansson, Pearson (Paragji call dropped)

NOES: None

ABSTENTIONS: None

4.2 CONSIDERATION OF CREATING A NEW ZONE MARKETING POLICY THAT WOULD GIVE THE PLANNING AND REPORTING TO EACH INDIVIDUAL JURISDICTION

Strategic Goal: Strong Local Partnership

Ten percent of TBID collected by EBC each year is specifically earmarked for zone marketing which could be used for marketing each jurisdiction specifically,

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following the same guidelines mandated in EBC's management district plan. Originally a comprehensive grant program was built to distribute the funds, but it was a cumbersome project and based on results people did not understand what EBC was asking for. The online application and process was shortened, the timeline for applications was removed, and only 2 applications for more than \$5,000 have been received in 2020. The BOD granted Denaro the ability to grant funds to organizations if they meet zone marketing criteria and the request is \$5,000 or less.

The current process is not working and since zone marketing was built into the renewal application EBC needs a better way to allocate and spend this budget item. One idea would be to create a jurisdiction-specific committee with at least one EBC hotel board member, to develop an annual plan for spending zone marketing.

A motion was made by Director Spangler and seconded by Director Johansson to form an ad hoc zone marketing committee to redevelop the zone marketing program that would include designating a specific group to oversee the planning and spending of zone marketing per jurisdiction, to begin in 2021. Committee members: Spangler (Chair), Paragji, Johansson, Schuster, Taylor, Bassett.

The motion carried by the following vote:

AYES: Saddique, Johansson, Spangler, Isenberg, Uhrig, Paragji, Pearson

NOES: None

ABSTENTIONS: None

4.3 CONSIDERATION OF SPENDING PLAN FOR CURRENT ZONE MARKETING

Strategic Goal: Strong Local Partnerships & Build Brand Awareness

Currently there is \$147,349.23 in the entire zone marketing fund; \$118,038.35 Chico, \$28,620.14 Oroville, \$0 Paradise, \$690.74 Unincorporated. As previously mentioned, the process for spending the money is not working. If the Board approves item 4.2, a plan should be developed for spending the current zone marketing. Denaro would like the Board to consider splitting that budget in two and dedicating it to 1) wayfinding signage, to begin with trail signage, and 2) building of a countywide film commission.

A motion was made by Director Spangler and seconded by Director Pearson to appoint this task to an ad hoc zone marketing committee to develop a plan for allocating the current zone marketing funds to spend them as soon as possible, which will be recommended at the next board meeting.

The motion carried by the following vote:

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AYES: Saddique, Spangler, Isenberg, Uhlrig, Paragji, Pearson

NOES: None

ABSTENTIONS: None

4.4 MARKETING COMMITTEE REPORT. CONSIDERATION OF HIKE BUTTE PASS.

The marketing committee has been working on two projects: brand work and recovery campaigns.

Strategic Goal: Build Brand Awareness

The August committee meeting focused on the launch of a Hike Butte Pass, a 12-15-month campaign gamifying visitation to more than 40 hikes in Butte County. This will be an always-on campaign targeting Butte County locals for the first 3 months followed by drive market campaigning beginning January 1. Total budget is \$136,000 which would be from the \$300,000 allocated during the May meeting to recovery initiatives. The program will be run through third-party Bandwango, will offer limited edition swag giveaways, hike 101 how-to videos, 2 marketing campaigns. Legal counsel was sought and EBC's attorney recommended that the board approve the campaign because of the potential for any liability claims.

A motion was made by Director Pearson and seconded by Director Isenberg to approve the Hike Butte Pass campaign, not to exceed a budget of \$136,000 beginning January 1, 2021.

The motion carried by the following vote:

AYES: Saddique, Spangler, Isenberg, Uhlrig, Paragji, Pearson

NOES: None

ABSTENTIONS: None

4.5 MARKETING COMMITTEE MEMBERS

The marketing committee is a standing committee who reviews and discusses the current marketing efforts of EBC. Meetings are the last Wednesday of each month from 12:00 – 1:00. Committee members are often sent emails regarding thoughts and feedback on marketing initiatives and opportunities.

The entire group was asked if they would like to join the existing marketing committee. Nobody volunteered, leaving the current marketing committee as: Pearson, Johansson, Spangler, Schuster, Leonard. No motion made.

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4.6 AD HOC TBID RENEWAL COMMITTEE REPORT

The Gridley City Council voted 5-0 to renew the BCTBID and to join the efforts; their 2 properties begin collecting TBID effective December 1, 2020. The Board of Supervisors, at their September 29, 2020 meeting voted 5-0 to renew the BCTBID for a term of 10 years as outlined in the management district plan. Administrative work is being completed to notice jurisdictions and lodging properties and EBC is working with Civitas on the MOU with the County. Official release is being prepared for distribution the first week of November.

Update given, no follow up required.

4.7 CONVENE AD HOC BUDGET COMMITTEE TO PREPARE 2021 BUDGET

With the new board member schedule of every other month, the final board meeting of 2020 will be in November. The budget for 2021 needs to be completed and reviewed. Discussion – are there any big-ticket items directors or advisors think EBC needs to address in 2021?

A motion was made by Director Spangler and seconded by Director Pearson to convene the ad hoc budget committee for creation of the 2021 operating budget. The committee consists of: Spangler (Chair), Uhrig, Johansson, Billah.

The motion carried by the following vote:

AYES: Saddique, Spangler, Isenberg, Uhrig, Paragji, Pearson

NOES: None

ABSTENTIONS: None

4.8 CONVENE AD HOC NOMINATIONS COMMITTEE TO RECRUIT AND PREPARE SLATE OF NOMINATIONS FOR BOARD SEATS EXPIRING IN MARCH 2021

Strategic Goals: Board Development

Current board policy for nominations dictates an ad hoc nominations committee be formed during the September board meeting. Full policy and timeline attached.

A motion was made by Director Spangler and seconded by Director Pearson to convene an ad hoc nominations committee to recruit and prepare slate of nominations for board seats expiring in March 2021.

The motion carried by the following vote:

AYES: Saddique, Spangler, Isenberg, Uhrig, Paragji, Pearson

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NOES: None

ABSTENTIONS: None

4.8 CONSIDERATION OF LETTER OF SUPPORT FOR PARADISE RECREATION AND PARKS DISTRICT

Strategic Goals: Strong Local Partnerships

Paradise Recreation and Parks District is seeking a grant from the Sierra Nevada Conservancy for connected trails work to be done on the Paradise Ridge. They have identified EBC as a strategic partner, particularly for tourism marketing. As part of the grant proposal a letter of support is required.

A motion was made by Director Isenberg and seconded by Director Paragji that EBC provide a letter of support for PRPD's grant proposal.

The motion carried by the following vote:

AYES: Saddique, Spangler, Isenberg, Uhrig, Paragji, Pearson

NOES: None

ABSTENTIONS: None

4.9 CONSIDERATION OF POLICY ALLOWING TYPICAL LETTERS OF SUPPORT TO BE APPROVED BY DESIGNATED COMMITTEE

Current EBC policy requires any and all letters of support to be presented to the full board, as the full board must make decisions on behalf of the board. Oftentimes this disallows EBC from supporting something because the support letter has a specific deadline. Instead, would the board considering designating a sub-committee who have the oversight to review the requests and make decisions on behalf of the board? By law, this would be a Brown Act committee, but could be convened when necessary to review the requests.

A motion was made by Director Pearson and seconded by Director Paragji to designate a board committee to review support letter requests and answer on behalf of the full board. The committee members are Isenberg, Pearson, Schuster.

The motion carried by the following vote:

AYES: Saddique, Spangler, Isenberg, Uhrig, Paragji, Pearson

NOES: None

ABSTENTIONS: None

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4.10 CONSIDERATION OF FINALIZING STRATEGIC PLAN

During the designated July board meeting the group met instead to complete a strategic planning session. The draft goals and plan were distributed to the full group, but at this time we should review the goals and determine who would like to be on any team or sub-goal. Based on feedback, staff would like the board approval to finalize the plan.

The board did not have any additional direction to give. Staff to begin implementing plan.

5. REPORTS AND COMMUNICATIONS

5.1 EXECUTIVE DIRECTOR REPORT *Carolyn Denero*

5.2 ITEMS FOR NOVEMBER BOARD MEETING

6. ADJOURNMENT

Meeting was adjourned at 1:45 p.m.

Minutes respectfully submitted by C. Denero.

Explore Butte County Balance Sheet As of October 31, 2020

	Oct 31, 20
ASSETS	
Current Assets	
Checking/Savings	
1000 · Tri Counties Bank	1,039,514.21
Total Checking/Savings	1,039,514.21
Total Current Assets	1,039,514.21
Fixed Assets	
1500 · Furniture and Equipment	14,257.95
1600 · Accumulated depreciation	-2,978.00
Total Fixed Assets	11,279.95
TOTAL ASSETS	1,050,794.16
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
2100 · TCB Credit Card #1238 (Carolyn)	4,830.34
2101 · Credit Card #3044 (Ashley)	393.61
2102 · Credit Card #3036 (Alicia)	70.20
Total Credit Cards	5,294.15
Other Current Liabilities	
2400 · Payroll Liabilities	3,788.16
Total Other Current Liabilities	3,788.16
Total Current Liabilities	9,082.31
Total Liabilities	9,082.31
Equity	
3200 · Unrestricted Net Assets	941,502.12
3300 · Net Assets - Reserved	
3360 · Reserved - Zone Marketing	167,369.68
Total 3300 · Net Assets - Reserved	167,369.68
Net Income	-67,159.95
Total Equity	1,041,711.85
TOTAL LIABILITIES & EQUITY	1,050,794.16

Explore Butte County Profit & Loss October 2020

	Oct 20
Ordinary Income/Expense	
Income	
4000 · Program Income	
4200 · Butte County	540.49
4300 · Chico	39,569.88
4400 · Oroville	18,810.08
Total 4000 · Program Income	58,920.45
4800 · Other Types of Income	
4810 · Interest Income	8.41
4815 · CTA Registrations	25.00
Total 4800 · Other Types of Income	33.41
Total Income	58,953.86
Cost of Goods Sold	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	10.81
5300 · 2% Fee - Chico	791.40
5400 · 2% Fee - Oroville	376.20
Total 5000 · 2% Fee	1,178.41
Total COGS	1,178.41
Gross Profit	57,775.45
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	10,714.68
6050 · Creative Services	3,340.03
6060 · CTA Program	5,220.00
6100 · Marketing contracts	
6110 · Advertising Agencies	3,542.50
6140 · CrowdRiff	6,825.00
6100 · Marketing contracts - Other	27,464.00
Total 6100 · Marketing contracts	37,831.50
6310 · Postage	17.99
6340 · Public Relations	220.00
6350 · Sales and Marketing Exp. -Other	345.20
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	10,728.17
6420 · Staffing - Payroll Taxes - Mktg	817.32
6430 · Workers comp insurance	45.09
6440 · Health insurance	1,152.28
Total 6400 · Staffing - Marketing	12,742.86
6700 · Website	230.60
Total 6000 · Sales and Marketing Expense	70,662.86
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	1,000.00
Total 6900 · Zone and Micro-Marketing	1,000.00
7000 · Administration Expenses	
7030 · Conference, Convention, Meeting	124.00
7070 · General Administration	67.71
7210 · Membership dues	770.00
7300 · Office supplies	8.57
7330 · Professional fees - Accounting	750.00
7340 · Professional fees - Legal	375.00
7360 · Rent/ Office Space	525.00
7400 · Staffing - Admin	

5:27 PM

11/04/20

Accrual Basis

Explore Butte County

Profit & Loss

October 2020

	Oct 20
7410 · Staffing - Admin Payroll	2,239.35
7420 · Payroll taxes - admin	170.60
7430 · Workers comp insurance	9.41
7440 · Health insurance	176.14
Total 7400 · Staffing - Admin	2,595.50
7500 · Subscriptions	184.95
7560 · Telephone, Telecommunications	286.02
7570 · Travel	253.00
Total 7000 · Administration Expenses	5,939.75
Total Expense	77,602.61
Net Ordinary Income	-19,827.16
Net Income	-19,827.16

Explore Butte County Profit & Loss January through October 2020

	Jan - Oct 20
Ordinary Income/Expense	
Income	
4000 · Program Income	
4200 · Butte County	2,547.36
4300 · Chico	360,208.56
4400 · Oroville	101,862.92
Total 4000 · Program Income	464,618.84
4800 · Other Types of Income	
4810 · Interest Income	102.61
4815 · CTA Registrations	600.00
4850 · Non-Lodging Participation	5,943.50
4870 · Visitor Guide Advertising	5,850.00
4880 · Zone marketing income	25.00
Total 4800 · Other Types of Income	12,521.11
Total Income	477,139.95
Cost of Goods Sold	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	50.95
5300 · 2% Fee - Chico	7,204.17
5400 · 2% Fee - Oroville	2,037.27
Total 5000 · 2% Fee	9,292.39
Total COGS	9,292.39
Gross Profit	467,847.56
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	98,325.87
6050 · Creative Services	20,552.67
6060 · CTA Program	6,138.22
6070 · Dues and Memberships	1,060.00
6100 · Marketing contracts	
6110 · Advertising Agencies	86,507.39
6120 · Jack Rabbit	5,947.50
6140 · CrowdRiff	6,825.00
6100 · Marketing contracts - Other	27,464.00
Total 6100 · Marketing contracts	126,743.89
6200 · Meals	335.56
6310 · Postage	1,567.24
6320 · Printing	421.00
6340 · Public Relations	5,189.76
6350 · Sales and Marketing Exp. -Other	598.24
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	97,868.51
6420 · Staffing - Payroll Taxes - Mktg	8,629.03
6430 · Workers comp insurance	1,619.73
6440 · Health insurance	9,530.76
Total 6400 · Staffing - Marketing	117,648.03
6700 · Website	8,106.50
Total 6000 · Sales and Marketing Expense	386,686.98
6900 · Zone and Micro-Marketing	
6910 · Outside Contract Services	27,500.00
Total 6900 · Zone and Micro-Marketing	27,500.00
7000 · Administration Expenses	
7010 · Advertising	555.11

Explore Butte County

Profit & Loss

January through October 2020

	Jan - Oct 20
7030 · Conference, Convention, Meeting	204.39
7040 · Contract services	4,885.73
7050 · Education	400.00
7060 · Filing fees/ taxes	10.00
7070 · General Administration	14,662.36
7100 · Insurance	1,921.00
7200 · Meals	929.44
7210 · Membership dues	3,170.00
7300 · Office supplies	896.80
7310 · Postage	168.50
7320 · Printing and Copying	153.17
7330 · Professional fees - Accounting	9,170.00
7340 · Professional fees - Legal	45,032.76
7360 · Rent/ Office Space	6,325.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	20,601.99
7420 · Payroll taxes - admin	1,401.12
7430 · Workers comp insurance	342.02
7440 · Health insurance	2,567.31
Total 7400 · Staffing - Admin	24,912.44
7500 · Subscriptions	1,907.50
7560 · Telephone, Telecommunications	2,705.03
7570 · Travel	2,811.30
Total 7000 · Administration Expenses	120,820.53
Total Expense	535,007.51
Net Ordinary Income	-67,159.95
Net Income	-67,159.95

Explore Butte County

Profit & Loss Budget Overview

January through October 2020

	Jan - Oct 20	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4000 · Program Income			
4200 · Butte County	2,547.36	3,882.00	-1,334.64
4300 · Chico	360,208.56	305,687.00	54,521.56
4400 · Oroville	101,862.92	97,043.00	4,819.92
4500 · Paradise	0.00	5,923.00	-5,923.00
Total 4000 · Program Income	464,618.84	412,535.00	52,083.84
4800 · Other Types of Income			
4810 · Interest Income	102.61		
4815 · CTA Registrations	600.00	2,250.00	-1,650.00
4816 · CTA Renewal Fees	0.00	112.00	-112.00
4850 · Non-Lodging Participation	5,943.50	1,750.00	4,193.50
4860 · Co-Op Advertising Income	0.00	1,250.00	-1,250.00
4870 · Visitor Guide Advertising	5,850.00	2,500.00	3,350.00
4880 · Zone marketing income	25.00		
Total 4800 · Other Types of Income	12,521.11	7,862.00	4,659.11
Total Income	477,139.95	420,397.00	56,742.95
Cost of Goods Sold			
5000 · 2% Fee			
5200 · 2% Fee - Butte County	50.95	77.00	-26.05
5300 · 2% Fee - Chico	7,204.17	6,114.00	1,090.17
5400 · 2% Fee - Oroville	2,037.27	1,941.00	96.27
5500 · 2% Fee - Paradise	0.00	116.00	-116.00
5618 · CTA Renewal paid to Mickey	0.00	75.00	-75.00
Total 5000 · 2% Fee	9,292.39	8,323.00	969.39
Total COGS	9,292.39	8,323.00	969.39
Gross Profit	467,847.56	412,074.00	55,773.56
Expense			
6000 · Sales and Marketing Expense			
6010 · Advertising	98,325.87	53,800.00	44,525.87
6020 · Capital Display	0.00	375.00	-375.00
6030 · Conferences	0.00	3,750.00	-3,750.00
6050 · Creative Services	20,552.67	39,000.00	-18,447.33
6060 · CTA Program	6,138.22	10,037.00	-3,898.78
6070 · Dues and Memberships	1,060.00	5,000.00	-3,940.00
6100 · Marketing contracts			
6110 · Advertising Agencies	86,507.39	112,250.00	-25,742.61
6120 · Jack Rabbit	5,947.50	15,000.00	-9,052.50
6130 · Public Relations expense	0.00	12,000.00	-12,000.00
6140 · CrowdRiff	6,825.00	3,250.00	3,575.00
6100 · Marketing contracts - Other	27,464.00		
Total 6100 · Marketing contracts	126,743.89	142,500.00	-15,756.11
6200 · Meals	335.56	750.00	-414.44
6310 · Postage	1,567.24	1,700.00	-132.76
6320 · Printing	421.00	7,500.00	-7,079.00
6340 · Public Relations	5,189.76	15,000.00	-9,810.24
6350 · Sales and Marketing Exp. -Other	598.24	4,500.00	-3,901.76
6400 · Staffing - Marketing			
6410 · Staffing - Marketing payroll	97,868.51	101,519.00	-3,650.49
6420 · Staffing - Payroll Taxes - Mktg	8,629.03	9,659.00	-1,029.97
6430 · Workers comp insurance	1,619.73	1,035.00	584.73
6440 · Health insurance	9,530.76	12,193.00	-2,662.24
Total 6400 · Staffing - Marketing	117,648.03	124,406.00	-6,757.97
6600 · State Fair Exhibit	0.00	1,250.00	-1,250.00
6700 · Website	8,106.50	6,500.00	1,606.50
Total 6000 · Sales and Marketing Expense	386,686.98	416,068.00	-29,381.02
6900 · Zone and Micro-Marketing			
6910 · Outside Contract Services	27,500.00	48,743.00	-21,243.00
Total 6900 · Zone and Micro-Marketing	27,500.00	48,743.00	-21,243.00
7000 · Administration Expenses			
7010 · Advertising	555.11	187.00	368.11
7020 · Bank fees	0.00	75.00	-75.00
7030 · Conference, Convention, Meeting	204.39	2,000.00	-1,795.61

Explore Butte County
Profit & Loss Budget Overview
 January through October 2020

	Jan - Oct 20	Budget	\$ Over Budget
7040 · Contract services	4,885.73	312.00	4,573.73
7050 · Education	400.00	1,250.00	-850.00
7060 · Filing fees/ taxes	10.00	35.00	-25.00
7070 · General Administration	14,662.36	17,500.00	-2,837.64
7100 · Insurance	1,921.00	3,750.00	-1,829.00
7200 · Meals	929.44	250.00	679.44
7210 · Membership dues	3,170.00	1,250.00	1,920.00
7300 · Office supplies	896.80	1,200.00	-303.20
7310 · Postage	168.50	180.00	-11.50
7320 · Printing and Copying	153.17	550.00	-396.83
7330 · Professional fees - Accounting	9,170.00	14,225.00	-5,055.00
7340 · Professional fees - Legal	45,032.76	14,375.00	30,657.76
7350 · Promotion	0.00	25.00	-25.00
7360 · Rent/ Office Space	6,325.00	8,210.00	-1,885.00
7400 · Staffing - Admin			
7410 · Staffing - Admin Payroll	20,601.99	25,614.00	-5,012.01
7420 · Payroll taxes - admin	1,401.12	2,434.00	-1,032.88
7430 · Workers comp insurance	342.02	269.00	73.02
7440 · Health insurance	2,567.31	2,430.00	137.31
7400 · Staffing - Admin - Other	0.00	0.00	0.00
Total 7400 · Staffing - Admin	24,912.44	30,747.00	-5,834.56
7500 · Subscriptions	1,907.50	3,083.00	-1,175.50
7560 · Telephone, Telecommunications	2,705.03	2,000.00	705.03
7570 · Travel	2,811.30	517.00	2,294.30
7900 · Admin Expense- Other	0.00	250.00	-250.00
Total 7000 · Administration Expenses	120,820.53	101,971.00	18,849.53
Total Expense	535,007.51	566,782.00	-31,774.49
Net Ordinary Income	-67,159.95	-154,708.00	87,548.05
Net Income	-67,159.95	-154,708.00	87,548.05



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City of Chico

Jennifer Leonard
Almendra

Ben North
Photography

Melissa Schuster
Town of Paradise

Audrey Taylor
EBHB

Heather Ugie
Chico Chamber

EXPLORE BUTTE COUNTY – AD HOC ZONE MARKETING COMMITTEE

Friday, October 23, 2020

1:30 – 2:30 p.m.

MINUTES – DRAFT

PURPOSE: The Ad Hoc Zone Marketing Committee was called together, for a finite time to do two things: 1) Decide how to spend the amassed zone marketing surplus, 2) Develop a plan for future spending of zone marketing

COMMITTEE MEMBERS: Bruce Spangler (Chair), Nicole Johansson, Kiran Paragji, Melissa Schuster, Audrey Taylor, Melanie Bassett

AGENDA

1. Consideration of spending plan for current zone marketing
 - a. EBC has \$137,349.23 in allocated zone marketing funds that have been collected since the beginning of the district. Funds have been spent in each zone, but a continuous spending plan has not been successful.
 - b. Committee unanimously agreed to split the zone marketing balance in half specifically to seed a Butte County Film Commission and a Butte County signage program. Recommendation to be made at board meeting.
2. New Zone Marketing Plan
 - a. Committee agrees that MDP-designated funds should be controlled by each district.
 - b. Committee recommends:
 - i. 4 tourism committees, 1 each representing Chico, Oroville, Paradise Ridge, and Gridley to include Biggs and unincorporated areas
 - ii. Each tourism committee will have a set voting committee, which will meet annually to develop a spending plan for the year.
 - iii. Committee will be a Brown Act committee.
 - iv. Funds will be distributed by Explore Butte County but will be decided upon by the individual committees.
 - v. Review policy (still needs to be written)

Meeting was adjourned at 2:23 p.m.

Creation and Management of Tourism Committees

Tourism Committee Approach:

Create a tourism committee in each jurisdiction who would meet to discuss the marketing needs for that jurisdiction for the year, create a spending plan, and prepare that for the EBC BOD to review at each year's annual business meeting. Each committee would be responsible to make sure invoices are forwarded to EBC staff for payment, and the designated committee would then submit a year-end report to the EBC BOD.

Jurisdictions to form a committee:

- Chico
- Oroville
- Paradise
- Gridley, to include Biggs (until Biggs has participating lodging) and unincorporated county properties

Makeup of each committee (6-person voting committee with 2 alternates):

- City staff member (City manager, or city manager designee. Should be somebody who is tuned in to events, attractions, any type of tourism initiatives taking place in that jurisdiction.)
- Local Park District representative (Many of our parks serve more than the local community and they are all working on infrastructure projects with tourism in mind. This would also fit with our desire to build out wayfinding/trail signage.)
- Chamber of Commerce representative (Ideally this would be a staff person from the jurisdiction's chamber of commerce, but could be a board member if necessary)
- Lodging representative from jurisdiction (This person needs to weigh in on the planning to ensure it will positively impact/influence tourism in their jurisdiction.)
- Event Organizer or Event Location from the jurisdiction (This person will be able to offer input for group travel.)
- Explore Butte County staff (Each of these committees will hold the power to make financial decisions of EBC funds and is required to follow Brown Act rules. Staff will have a vote, as well as ensure suggested plans are within the scope of the MDP, and ensure Brown Act is followed.)
- Alternate #1
- Alternate #2
 - There will be 2 alternates who should plan to attend all meetings as a regular committee member; they will have voting rights if a voting member is not present.

Governing Rules:

- The ad hoc zone marketing committee will decide the ideal composition of the tourism committee for the jurisdictions to be approved by EBC BOD in November, 2020. Once approved, staff and committee members can begin outreach to appropriate individuals to build the committees. Ideally, each Brown Act committee will be confirmed by January.
 - Brown Act training will be required by each member of each committee.

- Each committee should have a Chair and Co-Chair; these will be one-year terms with the Co-Chair taking over as Chair in the subsequent year for continuity of projects.
- Each committee can decide how they want to meet. One proposal would be that the committee is convened in December to write the recap report and then begin meeting in January to determine how they want to allocate their funds. EBC staff will have an interim budget with final budget amount by March.
- At the regularly scheduled January board meeting, the Chair or Co-Chair of each committee should prepare and submit the annual report from the previous year. The BOD can ask questions and make comments about the coming year and evaluate the projects each committee completed.
- Each tourism committee would have a written plan prepared by EBC's March business meeting, which will be submitted to the BOD as information for the coming year.
- If a committee member is no longer employed by the organization set forth in this policy, the organization can fill the position. Position will remain vacant until filled and an alternate can vote in their stead.

Board review of representatives

- As this is the first attempt to designate zone marketing, the policy may not work and the slate of tourism committees may not work.
- At the request of the executive director, the BOD may convene an ad hoc zone marketing committee to review the process and each committee's members.
- One element to determine whether an organization is participating or not, would be shown through attendance. Because each committee is managed by itself, meetings should be set for dates and times when all members can normally attend.
- It also may become obvious that more members need to be added to a committee, based on interest and goals of each committee.

Process for fund distribution:

- Annual plan reviewed by EBC BOD in March. BOD will not have action on the item, it is for review only.
- The Chair and/or Co-Chair of each tourism committee will coordinate with the vendors and require an invoice be sent to Explore Butte County for payment as described in the annual plan.
- EBC will pay the invoice within 30 days of submission, as long as it was approved by the tourism committee.
- All funds must be expended in the current plan year unless expressly written and agreed upon by the entire committee.
 - If funds are to be rolled over, the BOD must approve during a regularly scheduled meeting.
- All vendors will be required to submit a W-9 to EBC for payment to be processed.

Agreements for all zone micro-marketing funds:

- Each tourism committee must follow the same guidelines set forth by EBC's management district plan ([Link](#))

- Cannot fund any political campaign
- Cannot fund the purchase of alcohol
- Some projects may require additional requirements for insurance and/or hold harmless agreements (will be determined by EBC staff person)
- Every project funded, in whole or part, by EBC zone marketing must have a plan for how to incorporate EBC's logo and organization as a sponsor.

This document can be altered at the discretion of the Board of Directors. Any/all changes will be forwarded to all representatives on each tourism committee.

Draft Tourism Committee Slate

	Chico	Oroville	Paradise Ridge	Gridley, Biggs & Unincorp areas
City Govt Representative	City Mgr Office	City Mgr Office	Town Mgr Office	Gridley City Administrator
Local Park District Rep	Chico Park District	Feather River Rec Dept	Paradise Rec & Parks Dept	Gray Lodge Rep
Chamber of Commerce	Chico Chamber	Oroville Chamber	Paradise Ridge Chamber	Gridley Area Chamber
Lodging Rep	Lodging Rep	Lodging Rep	Lodging Rep	Lodging Rep from Gridley
Event Org/Event Location	DCBA	Oroville PBID	Chocolate Fest	Butte County Fairgrounds
EBC Staff	Exec. Director	Exec. Director	Exec. Director	Exec. Director
Alternate 1 (non-voting)	CARD	UCEF	Gold Nugget Museum	Biggs City Administrator
Alternate 2 (non-voting)	Chico State	State Parks	Magalia Community Rep	Lavender Ranch

Explore Butte County Profit & Loss Budget Overview January through December 2020

	Jan - Dec 20
Ordinary Income/Expense	
Income	
4000 · Program Income	
4200 · Butte County	8,000.00
4300 · Chico	630,000.00
4400 · Oroville	200,000.00
4500 · Paradise	12,000.00
Total 4000 · Program Income	850,000.00
4800 · Other Types of Income	
4815 · CTA Registrations	5,000.00
4816 · CTA Renewal Fees	450.00
4850 · Non-Lodging Participation	7,000.00
4860 · Co-Op Advertising Income	5,000.00
4870 · Visitor Guide Advertising	10,000.00
Total 4800 · Other Types of Income	27,450.00
Total Income	877,450.00
Cost of Goods Sold	
5000 · 2% Fee	
5200 · 2% Fee - Butte County	160.00
5300 · 2% Fee - Chico	12,600.00
5400 · 2% Fee - Oroville	4,000.00
5500 · 2% Fee - Paradise	240.00
5618 · CTA Renewal paid to Mickey	300.00
Total 5000 · 2% Fee	17,300.00
Total COGS	17,300.00
Gross Profit	860,150.00
Expense	
6000 · Sales and Marketing Expense	
6010 · Advertising	131,000.00
6020 · Capital Display	1,500.00
6030 · Conferences	15,000.00
6050 · Creative Services	131,000.00
6060 · CTA Program	20,150.00
6070 · Dues and Memberships	4,000.00
6100 · Marketing contracts	
6110 · Advertising Agencies	373,000.00
6120 · Jack Rabbit	12,000.00
6130 · Public Relations expense	48,000.00
6140 · CrowdRiff	13,000.00
Total 6100 · Marketing contracts	446,000.00
6200 · Meals	3,000.00
6310 · Postage	4,000.00
6320 · Printing	30,000.00
6340 · Public Relations	52,000.00
6350 · Sales and Marketing Exp. -Other	10,000.00
6400 · Staffing - Marketing	
6410 · Staffing - Marketing payroll	123,550.00
6420 · Staffing - Payroll Taxes - Mktg	11,800.00
6430 · Workers comp insurance	1,260.00
6440 · Health insurance	14,890.00
Total 6400 · Staffing - Marketing	151,500.00
6600 · State Fair Exhibit	5,000.00
6700 · Website	12,000.00
Total 6000 · Sales and Marketing Expense	1,016,150.00
6900 · Zone and Micro-Marketing	

No assurance is provided on these financial statements.

Explore Butte County

Profit & Loss Budget Overview

January through December 2020

	Jan - Dec 20
6910 · Outside Contract Services	115,000.00
Total 6900 · Zone and Micro-Marketing	115,000.00
7000 · Administration Expenses	
7010 · Advertising	750.00
7020 · Bank fees	100.00
7030 · Conference, Convention, Meeting	8,000.00
7040 · Contract services	1,250.00
7050 · Education	5,000.00
7060 · Filing fees/ taxes	100.00
7070 · General Administration	70,000.00
7100 · Insurance	3,000.00
7200 · Meals	1,000.00
7210 · Membership dues	1,000.00
7300 · Office supplies	2,400.00
7310 · Postage	500.00
7320 · Printing and Copying	1,000.00
7330 · Professional fees - Accounting	18,000.00
7340 · Professional fees - Legal	57,500.00
7350 · Promotion	100.00
7360 · Rent/ Office Space	15,000.00
7400 · Staffing - Admin	
7410 · Staffing - Admin Payroll	3,860.00
7420 · Payroll taxes - admin	450.00
7430 · Workers comp insurance	4,400.00
7440 · Health insurance	3,000.00
7400 · Staffing - Admin - Other	40,620.00
Total 7400 · Staffing - Admin	52,330.00
7560 · Telephone, Telecommunications	2,400.00
7570 · Travel	2,070.00
7900 · Admin Expense- Other	1,000.00
Total 7000 · Administration Expenses	242,500.00
Total Expense	1,373,650.00
Net Ordinary Income	-513,500.00
Net Income	-513,500.00

2021 Draft Budget - DRAFT

	Base Budget	Notes	Final Budget	Notes for changes from previous budget / notes from ad hoc budget committee
Income				
Program Income				
Butte County	\$ 8,000.00	0.93%	\$ 8,000.00	
Chico	\$ 630,000.00	73.43%	\$ 630,000.00	
Gridley	\$ 8,000.00	0.93%	\$ 8,000.00	Add Gridley for program income. Revenue based on Paradise expectations.
Oroville	\$ 200,000.00	23.31%	\$ 200,000.00	
Paradise	\$ 12,000.00	1.40%	\$ 12,000.00	
Total Program Income	\$ 858,000.00		\$ 858,000.00	
			\$ -	
Other Types of Income			\$ -	
Unspent Income from Prior Year			\$ -	way to account for the additional assets we plan to spend down
CTA Registrations	\$ 5,000.00	200 @ \$25 /ea	\$ 5,000.00	
CTA Renewal Fees	\$ 450.00	30 @ \$15/ea	\$ 450.00	
Visitor Guide Advertising	\$ 10,000.00	10 pages @ \$1,000/ea	\$ 10,000.00	
Non-Lodging Participation	\$ 5,000.00	Restaurant and Museums participating in events - to be spent on Advertising line item	\$ 5,000.00	reduced from \$7k to \$5k b/c we are charging less for participation due to COVID impacts
Co-Op Advertising Income	\$ -	To be spent on advertising line item	\$ -	reduced to \$0 from \$5,000; no plans for co-op ads in 2021
Interest Income			\$ -	
Total Other Types of Income	\$ 20,450.00		\$ 20,450.00	
			\$ -	
Cost of Goods Sold (2% admin fee)			\$ -	
Butte County	\$ 160.00		\$ 160.00	
Chico	\$ 12,600.00		\$ 12,600.00	
Gridley	\$ 160.00		\$ 160.00	add Gridley
Oroville	\$ 4,000.00		\$ 4,000.00	
Paradise	\$ 240.00		\$ 240.00	
CTA renewal paid to Mickey	\$ 300.00	have to pay Mickey \$10 for every renewal through the program	\$ 300.00	
Total COGS	\$ 17,460.00		\$ 17,460.00	
			\$ -	
Gross Profit	\$ 860,990.00		\$ 860,990.00	



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DCBA

Evie Feldman
Blue Team Realty

Chris Constantin
City of Chico

Jennifer Leonard
Almendra

Ben North
Photography

Melissa Schuster
Town of Paradise

Audrey Taylor
EBHB

Heather Ugie
Chico Chamber

EXPLORE BUTTE COUNTY – MARKETING COMMITTEE MEETING

Wednesday, October 28, 2020
12:00 p.m. – 1:00 p.m.

Meeting via Zoom

MINUTES

ATTENDANCE

Present: Nicole Johansson, John Pearson, Bruce Spangler, Melissa Schuster, Shelly James, Tami Travis. Staff: Denero, Baer

AGENDA

1. Brand work Update (Ashley)
 - a. Review of archetype surveys. EBC brand voice is still “explorer”, secondary voice of “creator”, which will allow us to differentiate our brand.
2. The “Voice” of EBC –Tabled, this may be done via email.
 - a. Committee will be asked to weigh in on an actor who will serve as the “voice” of the brand for upcoming campaigns.
3. Hospitality Campaign
 - a. Staff proposed a “warm-welcome” campaign to launch during the holiday season. Creation of EBC branded swag will be delivered to lodging properties beginning in November as a gift to guests checking in.
 - b. Items in the bags: burlap bag, custom tag, “see you soon” postcard, EBC-branded notebook, EBC-branded pen, EBC-labeled Sohnrey nuts.
 - c. Goal to launch by Thanksgiving.
4. Mobile Visitor Center: review comps
 - a. The marketing committee has been discussing the idea of an EBC mobile visitor center. Reviewed various images of destination mobile visitor centers for better direction and budget planning.
 - b. Committee overwhelming agreed that the mobile visitor center should be “cool”. Should be memorable and will require a lot of research and planning.
 - c. Recommendation to research maintenance, insurance, and other related fees when planning for the budget item and request to the full board. Should plan on at least \$100,000 for purchase and outfitting.
5. Campaign Review – Updates on upcoming campaign launches



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- a. Bird Butte CA: November 1, 3-month campaign
 - b. EBC's 12 Favorite Things: mid-Nov, one-month campaign
 - c. Butte County Restaurant Month: Jan 1 – Jan 31
 - d. Hike Butte Pass
6. SOFT Partnership – Quick review of campaign results

Meeting adjourned 1:30 p.m.